

Rep Order# 9816426 Ver# 3 Status Revised  
EC'd Yes

Traffic Order#

Printed: 09/12/2012 8:23 AM  
Last Received: 09/11/2012 5:29 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product ROMNEY 4 PRESIDENT  
Estimate# 71  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTION  
138 CONANT ST  
BEVERLY, MA 01915  
Agency C/P1/P2/E //71  
Flight Dates 09/12/2012 - 09/18/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-ALL CHANGES OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	W-F,M-TU	6A-630A	NEWS	:30	\$250.00	09/12-09/18	5 P3	1	5	\$1,250.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*2	W-F,M-TU	630A-7A	NEWS	:30	\$250.00	09/12-09/18	5 P3	1	5	\$1,250.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*3	W-F,M-TU	7A-8A	NEWS	:30	\$125.00	09/12-09/18	5 P3	1	5	\$625.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*4	W-F,M-TU	8A-9A	NEWS	:30	\$125.00	09/12-09/18	5 P3	1	5	\$625.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										
	*29	SU	1P-4P	BENGALS	:30	\$6,500.00	09/16-09/16	3 P4	1	3	\$19,500.00	
		Sales Remark: V3 RTE CHG										
		V3 Comment Changed, Rate Changed										

---REPORT TOTALS---

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Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Report Totals: 23 / \$23,250.00

---SALES MONTHLY TOTALS---

Sep 12: 82 / \$93,200.00  
Sales Totals: 82 / \$93,200.00  
Station Totals: 82 / \$93,200.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$321,379	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPC 32%
		WKRC 29%	WLWT 26%	WSTR 1%	WXIX 12%	

Books null  
Demos RA35+

Rep Order# 9816426 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/11/2012 12:59 PM  
Last Received: 09/11/2012 12:26 PM  
Showing Buylines: All Lines

1 of 3

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--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F,M-TU	6A-630A	NEWS	:30	\$450.00 (250)	09/12-09/18	5 P3	1	5	\$2,250.00	
	2	W-F,M-TU	630A-7A	NEWS	:30	\$450.00 (250)	09/12-09/18	5 P3	1	5	\$2,250.00	
	3	W-F,M-TU	7A-8A	NEWS	:30	\$225.00 (125)	09/12-09/18	5 P3	1	5	\$1,125.00	
	4	W-F,M-TU	8A-9A	NEWS	:30	\$225.00 (125)	09/12-09/18	5 P3	1	5	\$1,125.00	
	5	W-F,M-TU	11A-12P	PRICE	:30	\$450.00	09/12-09/18	5 P2	1	5	\$2,250.00	
	6	W-F,M-TU	12P-1230P	NEWS	:30	\$500.00	09/12-09/18	5 P2	1	5	\$2,500.00	
	7	W-F,M-TU	5P-530P	NEWS	:30	\$750.00	09/12-09/18	5 P2	1	5	\$3,750.00	
	8	W-F,M-TU	530P-6P	NEWS	:30	\$800.00	09/12-09/18	5 P2	1	5	\$4,000.00	
	9	W-F,M-TU	6P-630P	NEWS	:30	\$900.00	09/12-09/18	5 P2	1	5	\$4,500.00	
	10	W-F,M-TU	730P-8P	ET	:30	\$850.00	09/12-09/18	6 P2	1	6	\$5,100.00	
	11	W-F,M-TU	11P-1135P	NEWS	:30	\$1,800.00	09/12-09/18	5 P2	1	5	\$9,000.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	TU	8P-9P	NCIS	:30	\$3,500.00	09/18-09/18	1 P2	1	1	\$3,500.00	
	13	TU	9P-10P	NCIS LA	:30	\$3,000.00	09/18-09/18	1 P2	1	1	\$3,000.00	
	14	W	9P-10P	CRIM MINDS	:30	\$5,000.00	09/12-09/12	1 P2	1	1	\$5,000.00	
	15	W	10P-11P	CSI	:30	\$3,500.00	09/12-09/12	1 P2	1	1	\$3,500.00	
	16	TH	8P-9P	BIG BANG	:30	\$4,000.00	09/13-09/13	1 P2	1	1	\$4,000.00	
	17	F	10P-11P	BLUE	:30	\$2,500.00	09/14-09/14	1 P2	1	1	\$2,500.00	
	18	SA	6A-7A	NEWS	:30	\$225.00	09/15-09/15	1 P2	1	1	\$225.00	
	19	SA	7A-8A	NEWS	:30	\$225.00	09/15-09/15	1 P2	1	1	\$225.00	
	20	SA	8A-9A	NEWS	:30	\$350.00	09/15-09/15	1 P2	1	1	\$350.00	
	21	SA	9A-10A	NEWS	:30	\$350.00	09/15-09/15	1 P2	1	1	\$350.00	
	22	SA	6P-630P	NEWS	:30	\$450.00	09/15-09/15	1 P2	1	1	\$450.00	
	23	SA	8P-9P	CRIMETIME	:30	\$1,000.00	09/15-09/15	1 P2	1	1	\$1,000.00	
	24	SA	11P-1135P	NEWS	:30	\$1,800.00	09/15-09/15	2 P2	1	2	\$3,600.00	
	25	SU	9A-930A	SUN AM	:30	\$450.00	09/16-09/16	1 P2	1	1	\$450.00	
	26	SU	930A-10A	SUN AM	:30	\$450.00	09/16-09/16	1 P2	1	1	\$450.00	
	27	SU	10A-1030A	SUN AM	:30	\$450.00	09/16-09/16	1 P2	1	1	\$450.00	
	28	SU	1030A-11A	FACE NATION	:30	\$400.00	09/16-09/16	1 P2	1	1	\$400.00	

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	29	SU	1P-4P	BENGALS	:30	\$5,500.00	09/16-09/16	3	1	3	\$16,500.00	
	30	SU	630P-7P	NEWS	:30	\$800.00	09/16-09/16	1 P2	1	1	\$800.00	
	31	SU	7P-8P	60 MIN	:30	\$2,500.00	09/16-09/16	2 P2	1	2	\$5,000.00	
	32	SU	11P-1135P	NEWS	:30	\$1,800.00	09/16-09/16	2 P2	1	2	\$3,600.00	

---REPORT TOTALS---

Report Totals: 82 / \$93,200.00

---SALES MONTHLY TOTALS---

Sep 12: 82 / \$93,200.00  
Sales Totals: 82 / \$93,200.00  
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Lines not sent/rcld/rtrn: 0 / \$0.00

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		WKRC 29%	WLWT 26%	WSTR 1%	WXIX 12%	

Books null  
Demos RA35+